# FINAL EXPENSE
KINGDOM

# FINAL EXPENSE KINGDOM

Empowering Agents. Protecting Families. Building Legacies.

Achieve Financial Freedom While Making a Difference

www.finalexpensekingdom.com

# Welcome to Final Expense Kingdom

At **Final Expense Kingdom**, we don't just sell insurance—we build futures! Our focus is on empowering agents to reach new heights in their careers, protecting families through utilizing top-tier life insurance plans from the best carriers in America to address all of their life insurance needs, and building legacies that stand the test of time.

## Our Core Values

| EMPOWER AGENTS | PROTECT FAMILIES | BUILD LEGACIES |
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Whether you're a seasoned insurance professional or just beginning your journey, you'll find unmatched opportunities, mentorship, and financial rewards here at Final Expense Kingdom.

# Products We Offer

## FINAL EXPENSE, UL, IUL, TERM PRODUCTS & ANNUITY PRODUCTS

**Learn THE STRATEGIES that have allowed me to be a Million Dollar Round Table Qualifier (MDRT) for 23 consecutive years, writing over 300+ policies per year since 2000.**

BBB ACCREDITED BUSINESS A+ Rating

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# A Message from Our Founder

**From the Desk of Rick Love**
**Founder & President, Final Expense Kingdom**
**23 Year Million Dollar Round Table Qualifier**

> *"I built this company with one goal in mind: to help agents like you achieve financial independence while serving families in need. The insurance industry changed my life, and I want to share this opportunity with you."*

**Dear Future Partner,**

Welcome to Final Expense Kingdom! I'm Rick Love, Founder and President, and a **23 Year Million Dollar Round Table Qualifier.** My vision is simple yet powerful: equip agents to achieve lasting success while making a genuine difference in the lives of families nationwide.

We are proud to be the creators and developers of the Inbound Client Acquisition System. The most advanced and innovative lead generation solution in the life insurance industry! Built with cutting-edge technology, it empowers life insurance professionals to grow their business, increase conversions, and achieve greater success.

Moreover, we've developed training programs, and mentorship opportunities so that you, too, can reap the rewards this industry offers. Whether you aim to earn extra income, become a top performer, or establish a thriving agency, Final Expense Kingdom stands ready to support your goals.

Thank you for taking the time to learn about our community and the extraordinary possibilities that await. Let's embark on this journey of building legacies—together.

**Rick Love**
*Founder and President*

# Our Leadership Team

## Rick Love | Founder & National Sales Director

Mr. Rick Love has been a driving force in the life insurance, financial services, and estate planning industry since 1996. He is a 23-year ***consecutive* Million Dollar Round Table (MDRT) Qualifier** — a distinction earned by fewer than 1% of financial professionals nationwide. The **MDRT** is a prestigious and globally recognized association reserved for the world's leading life insurance and financial advisors, honoring exceptional achievement, ethical conduct, and unwavering dedication to client success. Rick has also been recognized by the Society of Senior Market Professionals as one of the "Top Professionals in the Senior Market." His proven systems, elite-level production, and industry leadership continue to inspire agents nationwide.

### Career Highlights

- **Most Policies Written:** Motorists Life Insurance Company (Encova) for 5 consecutive years out of 5,600 agents.
- **Allianz Masters Forum- Platinum Club Producer:** Awarded for writing over $10 million in annuity premium.
- **Athene Summit Club Producer:** Awarded for writing over $5 million in annuity premium.
- **Transamerica Life Insurance - Agent of the Year:** Senior Life Division, outperforming 11,200 agents.
- **Transamerica Achievers Circle Award:** Top 10 agents nationwide out of 14,210 agents.
- **Liberty Bankers Life- Platinum Award Designation:** He was one of only two agents to be awarded this designation in both 2019 and 2020.
- **Bankers Life & Casualty:** **Rookie Agent of the Year** – Nationwide recognition in 1999.
- **United American Life:** **New Agent of the Year:** Nationwide recognition in 1998.

Beyond his professional accomplishments, Rick and his wife, Greta, are the proud parents of eight children. He has served in ministry for over 20 years as the Minister of Bondage Breakers Ministry. Rick is also committed to using his success to bless others, often saying:

*"God has blessed me, and I want to be a blessing to others."*

## Rachel McKee | Senior Sales Director

**Ms. Rachel McKee** has been a cornerstone of Final Expense Kingdom for over a decade, working side by side with Rick Love to uphold a tradition of excellence in the life insurance industry. A seasoned insurance professional and respected leader, Rachel's unwavering dedication to agent development has been instrumental in shaping the company's dynamic, results-driven training programs. Her influence continues to elevate both the performance and professionalism of the entire organization.

**Areas of Expertise**

- Over 15 years in life insurance and final expense sales
- Skilled in personal mentorship, having trained hundreds of successful agents
- Extensive product knowledge ensuring clients always receive the right coverage
- IT and technology consultant

Rachel's passion for service shines through in everything she does, from client consultations to agent training workshops. She consistently leads by example, fostering a culture of integrity, compassion, and outstanding results.

*"Seeing agents thrive financially while helping families brings me immense satisfaction. That's what drives me daily at Final Expense Kingdom."*


## David Wilkins | Senior Sales Director

**Mr. David Wilkins** — former Defensive End for the San Francisco 49ers and Indianapolis Colts — brings the same relentless drive, discipline, and championship mindset from the NFL to the insurance arena. A trusted partner of Rick Love for over a decade, David is a key leader within Final Expense Kingdom. Known for his strategic vision and relationship-building approach, he plays a vital role in expanding our national reach and mentoring agents toward breakthrough success. For those ready to win in this industry, following his example isn't just smart — it's essential.

**Areas of Expertise**

- Over 20 years in insurance sales, specializing in final expense
- Proven track record of building high-performing sales teams
- Expert in innovative sales strategies, client retention, and leadership development

David's commitment to excellence and his focus on empowering agents truly embody the spirit of Final Expense Kingdom. He is passionate about creating opportunities that allow agents to flourish—both professionally and personally.

*"By focusing on personal growth and unwavering support, we create an environment where agents can succeed and families can feel protected."*

# Why Choose Final Expense Kingdom?

1. **High Commission Structure With NO RECRUITING REQUIREMENTS!!**

2. **Get Paid Directly From The Carriers!!**

3. **Exclusive Lead Generation System**
   Our **INBOUND CLIENT ACQUISITION SYSTEM** delivers high-intent, high-quality life insurance leads straight to you, eliminating the need for cold-calling.

4. **Advanced Training & Mentorship**
   Learn from some of the industry's best, including Rick Love, Rachel McKee, and David Wilkins—all committed to your success.

5. **Unlimited Growth Potential**
   Start as an independent agent and scale up. We'll help you recruit agents all over the country with our Agency Scaling Platform!!

**YOUR BUSINESS!!**

- **100% VESTED IMMEDIATELY**
- **RENEWALS VESTED IMMEDIATELY**
- **YOU OWN YOUR BOOK OF BUSINESS**
- **PAID DIRECTLY FROM CARRIER**

**THIS IS THE WAY IT SHOULD BE!!**

# The Inbound Client Acquisition System

**The Inbound Client Acquisition System** is a game-changing social media marketing platform designed to fuel life insurance agents with a steady stream of **high-quality, high-intent leads** nationwide. This innovative, plug-and-play marketing platform harnesses **innovative digital marketing strategies, automation, and advanced data optimization** to connect agents with individuals actively searching for life insurance solutions—eliminating the guesswork and inefficiencies of traditional lead generation. Moreover, agents will no longer be reliant and dependent on others to provide them with leads. It's time to put the **"Lead Vendors"** out ofbusiness!

By tapping into the power of social media advertising, this dynamic platform delivers **exclusive life insurance leads directly to agents**, allowing them to focus on what matters most—helping clients secure the protection they need. With **seamless integration and automated workflows**, agents can optimize their outreach, maximize **conversions, and drive consistent, scalable growth.**

With the **Inbound Client Acquisition System**, agents gain a powerful competitive edge in today's digital-first marketplace, ensuring **cost-effective, high-performance lead generation** that transforms their business and accelerates success.

## No More Cold Calling!!

**The Inbound Client Acquisition System** is a state-of-the-art platform engineered to generate high-intent, high-quality life insurance leads across the country and connect you with prospects who are actively seeking Final Expense, IUL, Term, and other life insurance solutions. This innovative model lets you focus on doing what you do best — writing applications. **Most importantly, you can achieve 100% of your sales from the comfort of your own home!**

**Key Benefits**

- **High-Intent, High-Quality Life Insurance Leads:** Reduce time spent prospecting by targeting clients ready to purchase.
- **Improved Efficiency:** Invest your energy into sales and client relations—not marketing.
- **Scalable Solution:** As your business grows, so does our system, ensuring you the ability to scale your organization and recruit agents nationwide

REPLACING INDIVIDUAL PROFILE WITH TEAM-BASED INFRASTRUCTURE

# Digital Marketing Support Team-

**Built to help agents launch their own Life Insurance Lead-Generation System with confidence.**

### Dedicated Support for the Inbound Client Acquisition System.

**The Inbound Client Acquisition System** was created to help agents set up and launch their **OWN** system for generating **High-Intent, High-Quality Life Insurance Leads.**

The system includes step-by-step instructional videos that walk agents through the process in a simple and organized way. Agents are shown how to set up their life insurance lead-generation system using the ads, video ads, creatives, funnels, workflows, snapshots, and other resources included with the platform.

In addition to the training and resources, agents also receive access to a dedicated **Digital Marketing Support Team.** This team is available to help agents as they move through the setup and launch process, answer questions, provide direction, and assist with key implementation steps.

The goal is to make the process easier for agents — especially those who may have never run Facebook/Social Media ads before or may not be familiar with digital marketing. With the training, tools, resources, and support team in place, agents are not left to figure everything out on their own.

The Inbound Client Acquisition System gives agents a clear path, proven resources, and guided support to help them begin generating **High-Intent, High-Quality Life Insurance Leads** for their business.

## 01 Step-by-Step Launch Guidance

Agents receive clear, step-by-step guidance through the Inbound Client Acquisition System. The platform videos have been meticulously created to walk agents through the setup and launch process in a simple, organized, and easy-to-follow way. Each video is designed to show agents precisely what to do as they prepare to build and launch their **OWN Life Insurance Lead Generation System.**

In conjunction with the training videos, the Digital Marketing Support Team is available to assist agents as they move through the process. Their role is to help agents understand the setup steps, answer questions, provide direction, and offer support as agents prepare to launch their system and begin generating **High-Intent, High-Quality Life Insurance Leads.**

## 02 Ads, Creatives, Funnels & Workflows

The Inbound Client Acquisition System includes the key resources agents need to begin generating leads, including **professionally created ads, video ads, written copy, call-to-action language, creatives, funnels, workflows, snapshots, and setup instructions.**

These marketing resources were carefully developed to help agents avoid starting from scratch. The ads and video creatives are designed with clear messaging, emotional appeal, and proven marketing concepts intended to capture attention, create interest, and encourage prospects to respond.

Agents receive a strong foundation for launching their own system for generating high-intent, high quality life insurance leads, while also having the support and resources needed to move forward with greater confidence.

## 03 Simple Implementation Support

The Inbound Client Acquisition System is designed so agents can follow the platform videos and begin setting up their own life insurance lead-generation system in a clear, step-by-step manner.

As agents move through the process, the Digital Marketing Support Team is available to provide support when needed. This may include answering setup-related questions, helping clarify instructions, and providing direction if an agent needs assistance with certain parts of the launch process.

## 04 Zoom & Slack Support

Agents also receive access to scheduled Zoom support sessions and dedicated Slack support. These support options give agents a place to ask setup-related questions, receive clarification, and get assistance if they need help while moving through the Inbound Client Acquisition System.

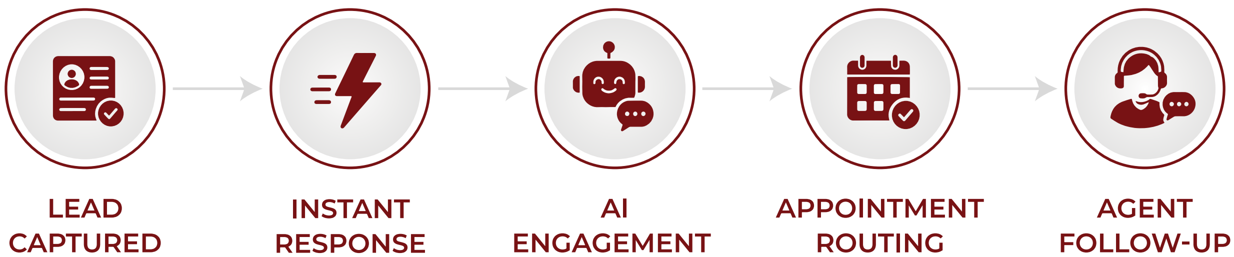
This gives agents the benefit of knowing support is available when needed, while still allowing them to follow the step-by-step videos and work through the launch process at their own pace. The goal is to provide agents with added confidence, direction, and support as they prepare to launch their own system for generating high-intent, high-quality life insurance leads.

A SMARTER TECHNOLOGY LAYER FOR SPEED-TO-LEAD AND FOLLOW-UP

# AI-Powered Agent Enablement

**Designed to help agents respond faster, follow up better, and protect every opportunity until personal contact is made.**

The Inbound Client Acquisition System includes automation and AI-powered tools designed to help agents respond quickly, route conversations more effectively, reduce missed opportunities, and keep the pipeline moving.




These tools help create a stronger follow-up experience by supporting key areas such as instant response, lead engagement, appointment routing, missed-call follow-up, reminders, reactivation outreach, lead nurture workflows, pipeline updates, tags, tasks, notifications, and smart routing.

This technology layer is designed to give agents greater support during the critical moments after a lead is captured. By helping protect the opportunity until the agent can personally connect with the prospect, the system helps agents improve speed-to-lead, stay organized, and create a more professional follow-up process

AI-powered support gives agents an added advantage by helping them move faster, communicate more efficiently, and stay connected with prospects while they focus on what matters most — building relationships, presenting solutions, and closing business professionally.

INBOUND CLIENT ACQUISITION SYSTEM

YOUR SYSTEM. YOUR LEADS. YOUR SUCCESS.

**Visit Our Website**

www.inboundclientacquisitionsystem.com

# Our Training Programs

## Agent Mastery Training Program

Our foundational Agent Mastery Training Program is the cornerstone of a new agent's success. Designed to cultivate confidence and competence, this program includes:

- Comprehensive Product Education
- In-Depth Sales & Marketing Techniques
- Client Relationship & Retention Strategies
- Guidance on Handling Objections and Closing Deals

Led by Rick Love, Rachel McKee and David Wilkins, alongside other top industry professionals, this program ensures you'll have the support you need from day one.

## Renowned Master Class Training Platform

For agents looking to take their performance to the next level, our Master Class Training Platform offers a range of advanced courses:

- **High-Level Strategic Sales Approaches:** Stay ahead in a competitive market with innovative selling tactics.
- **Business Growth & Leadership Development:** Learn how to recruit, train, and retain top talent as you build your own team.
- **Personal Branding & Marketing:** Strengthen your digital presence and effectively position yourself as a trusted advisor.

> *"I've seen agents transform into industry leaders through these advanced courses. This platform is a game-changer."*
>
> **David Wilkins,** Senior Sales Director

# Our Product Portfolio

At Final Expense Kingdom, we offer a broad spectrum of insurance solutions to meet the diverse needs of every client:

1. **Final Expense Life Insurance:** Specifically tailored to cover funeral and burial expenses for peace of mind.
2. **Universal Life Insurance:** A flexible policy that accumulates cash value over time to adapt to life's changes.
3. **Indexed Universal Life Insurance:** Growth potential tied to a stock market index, combining protection with financial opportunity.
4. **Annuities:** Secure retirement solutions designed to provide guaranteed income for life.
5. **Term Insurance:** Affordable coverage for a set duration, ideal for those seeking straightforward protection.
6. **Accidental Death Policies:** Additional protection for unexpected events, offering an extra layer of financial security.
7. **Living Benefits Riders:** Options such as critical illness and accidental death riders, enhancing flexibility and comprehensive coverage.

# How to Join Final Expense Kingdom

Ready to redefine your financial future and impact countless families for the better? Ready to change the trajectory of your life? Here's how to get started:

### 1. Apply Today

Visit our website or contact our recruitment team to submit your application.

### 2. Start Earning

Utilize our Inbound Client Acquisition System to generate high-intent, high-quality life insurance leads, start closing deals, and change the trajectory of your life!!

### 3. Complete Training

Please Watch This Informecial: **fexkingdom.com/agentmastery**

**Final Expense Kingdom** is more than a company—it's a community built on the principles of service, mentorship, and mutual success. Our leadership team, comprised of **Rick Love, Rachel McKee and David Wilkins**, is committed to your growth and the well-being of the families you serve.

**"Now is your time. Join us today and build your future with Final Expense Kingdom."**

## CONTACT US

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**Empowering Agents. Protecting Families. Building Legacies.**

Join us and experience the difference of working with a team that prioritizes your success.